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### **FOR IMMEDIATE RELEASE**

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### **All Arizona schools to receive copy of locally produced video, *Abused Kids: See It! Stop It!*, as part of child abuse awareness initiative**

#### ***Arizona Department of Education, APS, ClearChannel Outdoor Childhelp USA, Child Abuse Prevention Arizona and GO Media join forces to raise awareness for child abuse in local schools***

(Phoenix, Ariz., May 12, 2004)--- Several organizations are joining forces to help raise awareness in school districts statewide for child abuse prevention. With the help of Arizona Department of Education and a generous grant from APS, 100 Arizona school districts and their individual schools will receive a copy of *Abused Kids: See It! Stop It!*, a prevention video produced by Phoenix-based GO Media Cos..

The in-depth video, which is officially endorsed by Childhelp USA, was designed to be used as a tool for teachers and other school staff to learn to recognize the signs of an abused child and where to go for the appropriate state reporting procedures.

To help ensure that all Arizona schools are able to take advantage of the benefits the video provides, Child Abuse Prevention Arizona (CAPA) is helping to raise additional funds needed to provide the 136 remaining school districts and their schools with the video.

Through the generosity of ClearChannel Outdoor, the company will construct four billboards with the image of a child, representing the innocent victims of child abuse, a website and phone numbers for people to refer to for more information on child abuse, individual laws about the subject and reporting procedures. The website is [www.seeitstopit.com](http://www.seeitstopit.com) and the phone numbers are 1-800-784-KIDS and the Childhelp USA number, 1-800-4-A-CHILD.

According to the National Committee for Prevention of Children, approximately six children are reported abused and neglected in America every minute and more than 3 million reports of abuse per year. According to Child Welfare League of America, Arizona ranks fifth nationally in the rate of children with substantiated reports of abuse and neglect, almost twice the national average.

"When children are facing unnecessary stresses at home, such as mental, physical, verbal or sexual abuse, it affects their learning and educational experience. School is supposed to be a place for children to be children, to learn new things, experience different avenues and relate to other children," said Tom Horne, Arizona Superintendent of Public Instruction. "Abuse takes all of that away from a child."



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"APS is committed to improving the quality of life in the communities where we work and live," said Bill Post, APS Chairman of the Board. "Part of that commitment is ensuring our children are safe and healthy. Because educators spend so much time with our children, they are vital in helping prevent child abuse and neglect. This program provides teachers with tools they can use to help safeguard their students."

"We must as a community put child abuse prevention at the top of the list. These are innocent young lives—tens of thousands each year in Arizona-- being trashed, usually for life," said Gregg Ostro, founder and President of GO Media Cos. "By showing the signs and signals of abused children through this video and with the help of the Arizona Department of Education, we can reach tens of thousands of educators who see hundreds of thousands of children every day."

*Abused Kids: See It! Stop It!* has won several national and international awards including First Place at the 2002 National Council on Family Relations Media Awards Competition, the Bronze Plaque at the 2002 Columbus International Film & Video Festival, the Platinum Awards at the 2003 WorldFest-Houston, and First Place at the 2003 Telly Awards.

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